



# CITY OF LODI

## COUNCIL COMMUNICATION

**AGENDA TITLE:** Approve Renewal of Contract with 3M Media National Advertising Company for City Leased Advertising Billboards

**MEETING DATE:** April 3, 1996

**SUBMITTED BY:** City Manager

**RECOMMENDED ACTION:** The City Council authorize the City Manager to enter into a one-year contract with 3M Media National Advertising Company for advertising on the two billboards on Highway-99 at a monthly rate of \$1,085/per sign. This represents a 5% increase over last year's rate. (Plan A)

The City Council also authorize the City Manager to enter into a one-year contract with 3M Media National Advertising for an additional sign on Highway-12 east of Victor Road at a monthly rate of \$160. (Plan B)

**BACKGROUND INFORMATION:** A year ago Council approved the extension of the Highway-99 billboard advertising contract which allowed for an additional year's use of the billboards and provided time to evaluate the City's position on future billboard advertising as well as possible changes to the billboards message and art work.

While last year's decision to renew the 3M advertising contract did not occur without reservations by Council, there appears to be obvious benefits to this kind of advertising medium.

1. Serves as an excellent, unique image builder for the City of Lodi.
2. Size, visibility, location and costs of 3M signs cannot be as effectively equaled by other types of advertising or City-owned signage.
3. Allows the City to effectively and creatively promote the character and quality of life of the community through the use of art work and word copy - Ag/Wine theme, revitalized downtown, sports and recreation, tourism, etc.
4. Advertising rates are either below or comparable to those signs being leased by other commercial users along the Highway-99 corridor.

APPROVED: \_\_\_\_\_

H. Dixon Flynn -- City Manager

5. Lodi-Woodbridge Winegrape Commission is will ing to participate in the costs of advertising by donating prepared art work for signage theme and by picking up the monthly cost of the smaller Highway-12 sign.

Copies of the 3M Media proposal, outdoor display advertising agreement, location maps and photos, and related materials are attached for Council review.

**FUNDING:** Miscellaneous - Community Promotions

Respectfully submitted,



H. Dixon Flynn  
City Manager

Prepared by Tony C. Goehring, Economic Development Coordinator

HDF/TG:br

Attachments

FEB 21 '96

City Manager's Office

PROPOSAL  
FOR  
CITY OF LODI

PLAN A:

PURCHASE EXISTING BULLETINS ON HWY 99 AT  
PELTIER RD. AND ARMSTRONG RD.

MONTHLY RATE: \$2170.00

ANNUAL FEE: \$26,040.00

PLAN B:

PURCHASE EXISTING BULLETINS ON HWY. 99 AT  
PELTIER RD. AND ARMSTRONG RD.

MONTHLY RATE: \$2170.00

PURCHASE 12'X24' BULLETIN ON HWY. 12 EAST  
OF VICTOR RD INBOUND TO LODI

MONTHLY RATE: \$160.00

TOTAL ANNUAL FEE: \$27,960.00

PLAN C:

PURCHASE EXISTING BULLETINS ON HWY. 99 AT  
PELTIER RD. AND ARMSTRONG RD. FOR 36 MOS.

MONTHLY RATE: YEAR 1: \$2170.00

YEAR 2: \$2278.00

YEAR 3: \$2392.00

THIS IS A 5% ANNUAL ESCALATOR.

PURCHASE BULLETIN ON HWY. 12 EAST OF  
VICTOR RD.

MONTHLY RATE: YEAR 1 \$160.00

YEAR 2 \$168.00

YEAR 3 \$175.00

**3M Media**

## PRICE COMPARISON

### SOUTH FACING INTO LODI FROM STOCKTON AREA:

CITY OF LODI, 12' X 40' AT ARMSTRONG RD.: \$1085.00

LODI MOTOR INN, 10' X 30' AT LIVE OAK RD.: \$840.00

GEWEKE FORD, 12' X 40' S/O HAMMER LN.: \$1184.00

### NORTH FACING INTO LODI FROM GALT AREA:

CITY OF LODI, 12' X 40' AT PELTIER RD.: \$1085.00

ANGELINA'S, 12' X 40' AT JAHANT RD.: \$1128.00

BURGER KING, 12' X 40' AT JAHANT RD.: \$1085.00

GEWEKE FORD, 12' X 40' AT PELTIER RD.: \$1060.00

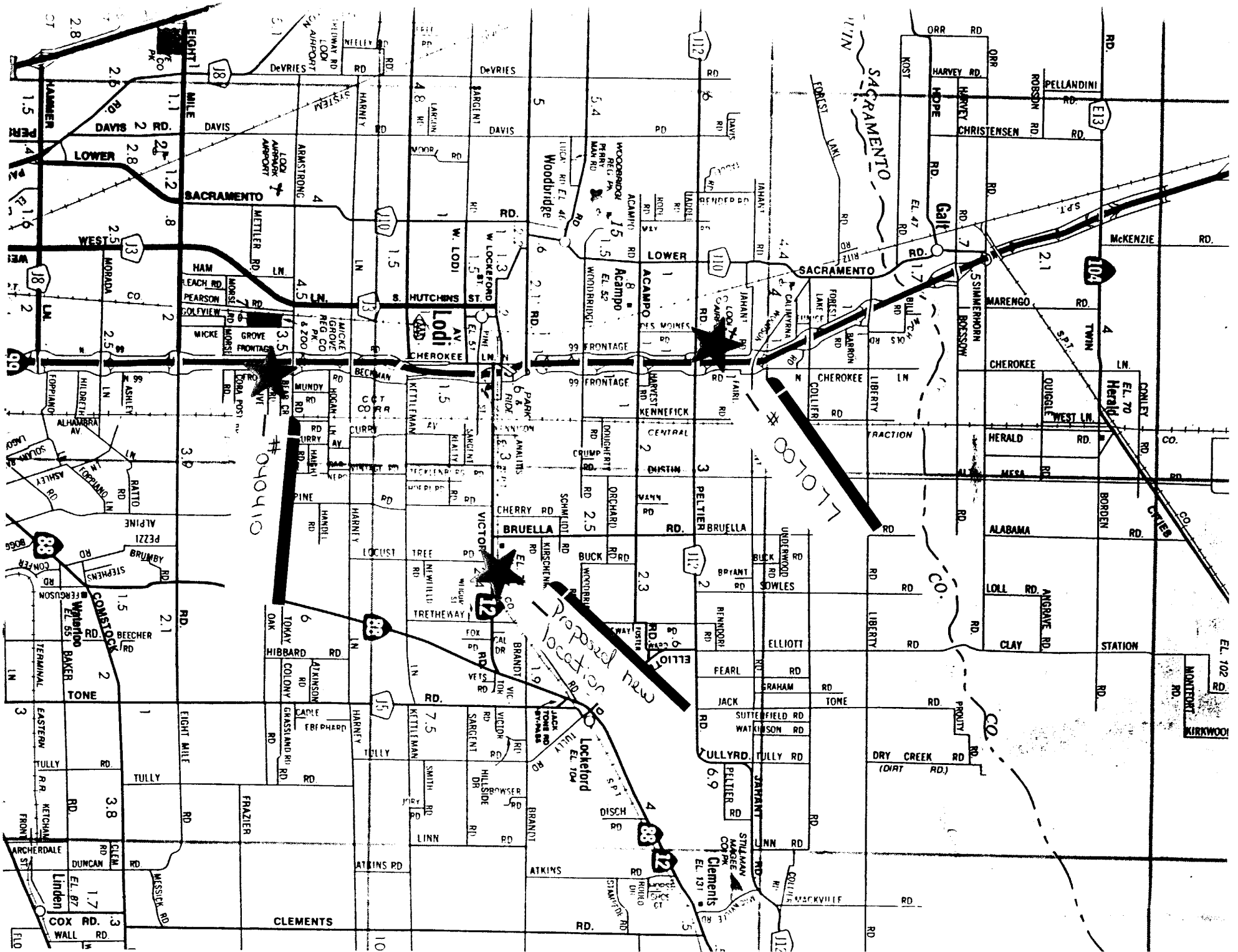
LODI MOTOR INN, 12' X 40' AT ACAMPO RD.: \$1116.00

**3M Media**

**RENTING OUTDOOR SPACE  
V.  
CONSTRUCTING OWN SIGNS**

1. PROFESSIONAL SERVICE AND MAINTENANCE
2. YOUR AD IS UP AND VISIBLE, NO "DOWN" TIME
3. ARTWORK IS INCLUDED, NO EXTRA CHARGE TO CITY
4. PAINTING IS INCLUDES, NO EXTRA CHARGE TO CITY
5. LIGHTING TO MIDNIGHT IS INCLUDED AND LIGHTING MAINTENANCE

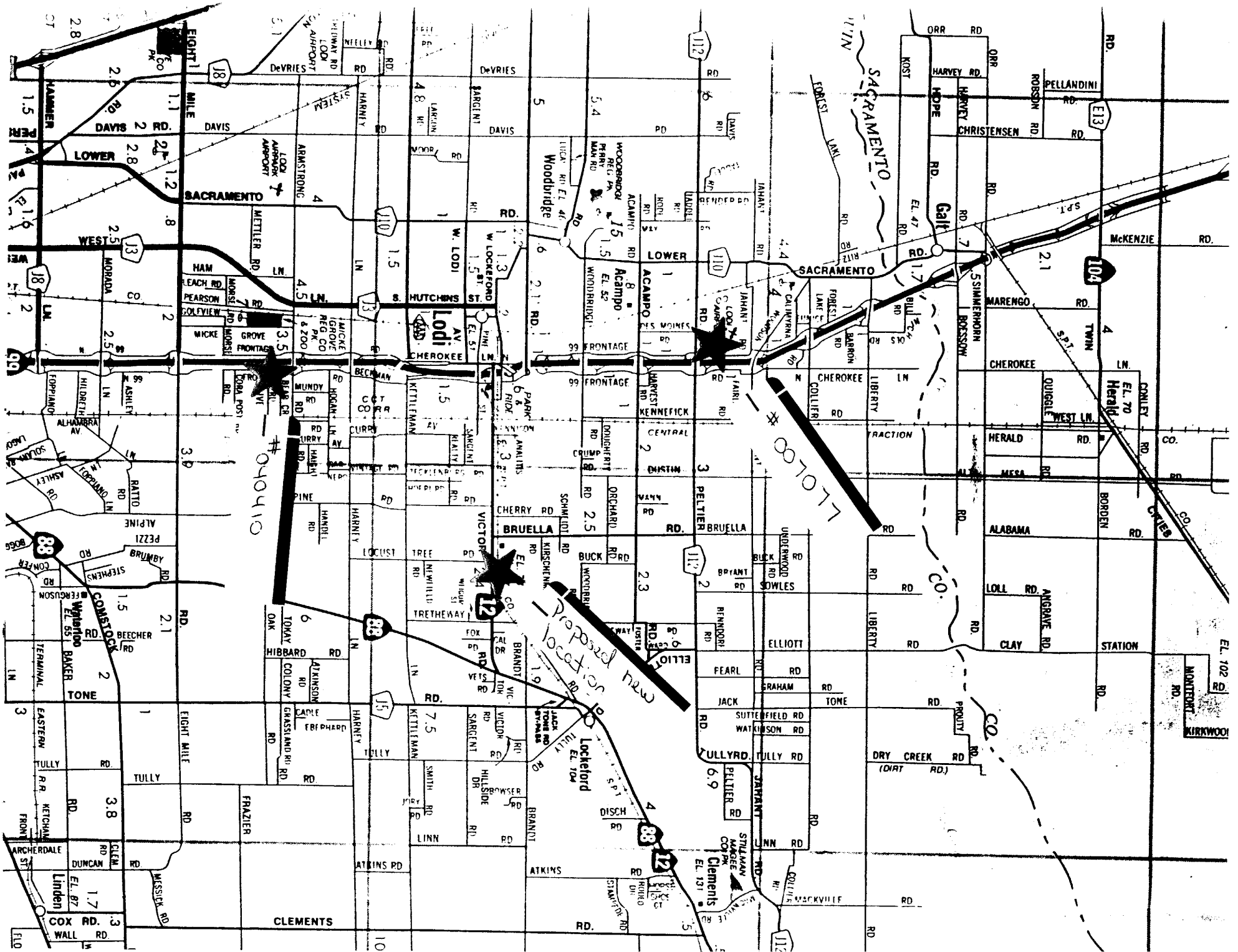
**3M Media**



040410

087077

Proposed New Road Location



### 3M MEDIA OUTDOOR DISPLAY ADVERTISING AGREEMENT

LEGAL NAME OF ADVERTISER

City of Lodi  
Trade Name of Advertiser

221 W. Pine St.  
Mailing Address

Lodi, Ca.  
City, State, Zip Code

95240  
City, State, Zip Code

Dixon Flynn  
Advertiser Contact Person

209  
Telephone Number

( ) 333-6700  
Telephone Number

ADVERTISER'S AGENCY

Mailing Address

City, State, Zip Code

Agency Contact Person

Telephone Number

**AUTHORIZATION.** National Advertising Company, a Delaware corporation, located at 6850 South Harlem Avenue, Bedford Park, Illinois 60501 and doing business as 3M Media ("3M Media") is hereby authorized to secure or reserve advertising space on the display(s) and in the manner listed below, and to place and exhibit advertising copy on those display(s) for the above advertiser and advertiser's agency (jointly and severally "Advertiser"), if any, upon the terms of this contract.

The display(s) shall advertise: City of Lodi

Location Number	Location and Description	Approx. Size	Illum. Class See Note 1	Paintings Yearly (Inc. Orig.)	Monthly Unit Charge See Note 2
040410	E/S 99, .5 mi s/o Armstrong fs, Lodi Renewal Eff: 2-29-96	12x40	B	1	* 1085.00
					Total \$

Note 1: Class "A" displays are non-illuminated, Class "B" displays are to be illuminated daily from dusk until midnight standard time, and Class "C" displays are to be illuminated daily from dusk until dawn.

Note 2: All cutouts, embellishments, special pictorials or paintings (e.g., clear coat) and/or blended backgrounds not specifically included in a Monthly Unit Charge will be billed at 3M Media's then current charges. All such charges shall be payable to 3M Media upon completion.

**TERM.** The term of this contract shall be 36 months. The term shall begin on the earlier of \_\_\_\_\_, or completion of the display(s) ("Effective Date"). 3M Media shall be permitted up to forty-five (45) days from receipt of acceptable final artwork to complete the display(s).

**PAYMENT.** Advertiser agrees to pay 3M Media monthly in advance the Total Monthly Unit Charge above for display space charges plus applicable taxes, if any, beginning on the Effective Date and continuing throughout the full term of this contract. If the term of this contract is more than twelve (12) months, a 5 % per year increase in the Total Monthly Unit Charge will be applicable to each succeeding twelve (12) month period or portion thereof. All payments are due and payable within thirty (30) days of the invoice date at National Advertising Company, P.O. Box 98829, Chicago, Illinois 60693-8829.

**CONTRACT PROVISIONS.** 3M Media will provide service to Advertiser upon the terms stated on this page and the Additional Provisions on the reverse hereof. Advertiser has read and fully understands all such terms and provisions.

<b>NATIONAL ADVERTISING COMPANY</b>  Acceptance Date: _____  Signature _____  Print Name _____ Title _____  BILLING ADDRESS (if different from above) _____ _____ _____	<b>ADVERTISER</b>  Date: <u>12-12-95</u> ✓ Signature _____ H. Dixon Flynn, City Manager Print Name _____ Title _____  <b>ADVERTISER'S AGENCY</b>  Date: _____ Signature _____ Print Name _____ Title _____
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Dave Spencer  
3M Media Contact Person (Print Name)

274375  
Employee No.

209  
( ) 466-5021  
3M Media Local Phone Number

**3M MEDIA  
OUTDOOR DISPLAY ADVERTISING AGREEMENT**

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City of Lodi

Trade Name of Advertiser

221 W. Pine St.

Mailing Address

Lodi, Ca. 95240

City, State, Zip Code

Dixon Flynn

Advertiser Contact Person

209, 333-6700

Telephone Number

ADVERTISER'S AGENCY

Mailing Address

City, State, Zip Code

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Location Number	Location and Description	Approx. Size	Illum. Class See Note 1	Paintings Yearly (Inc. Orig.)	Monthly Unit Charge See Note 2
007077	W/s 99, 50' N/O Peltier Rd, Lodi, FN Renewal Eff. 3-31-96	12x40	B	1	\$ 1085.00
					Total \$

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<b>NATIONAL ADVERTISING COMPANY</b>  Acceptance Date: _____  Signature _____  Print Name _____ Title _____		<b>ADVERTISER</b>  Date: <u>12-12-95</u> <input checked="" type="checkbox"/> Signature _____ <b>H. Dixon Flynn, City Manager</b> Print Name _____ Title _____	
BILLING ADDRESS (if different from above) _____ _____ _____		<b>ADVERTISER'S AGENCY</b>  Date: _____  Signature _____  Print Name _____ Title _____	

Dave Spencer  
 3M Media Contact Person (Print Name)

274315  
 Employee No.

209, 466-5021  
 3M Media Local Phone Number



# Stockton



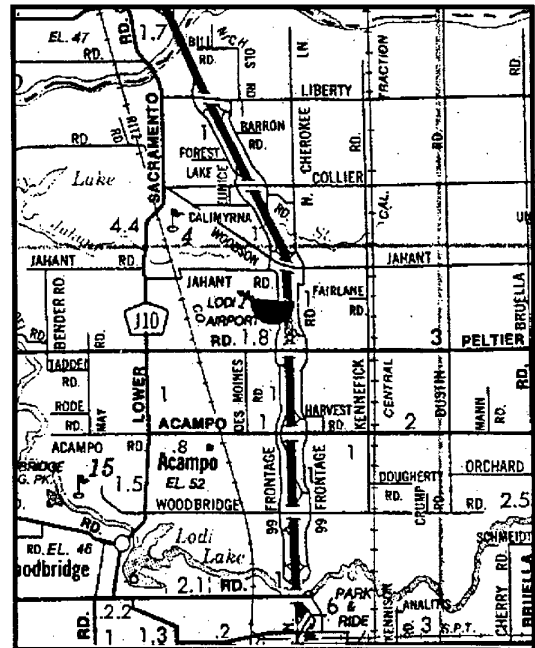
West Side of Route 99, 50 Feet North of Peltier Rd,  
Facing North

Size: 12' x 40'

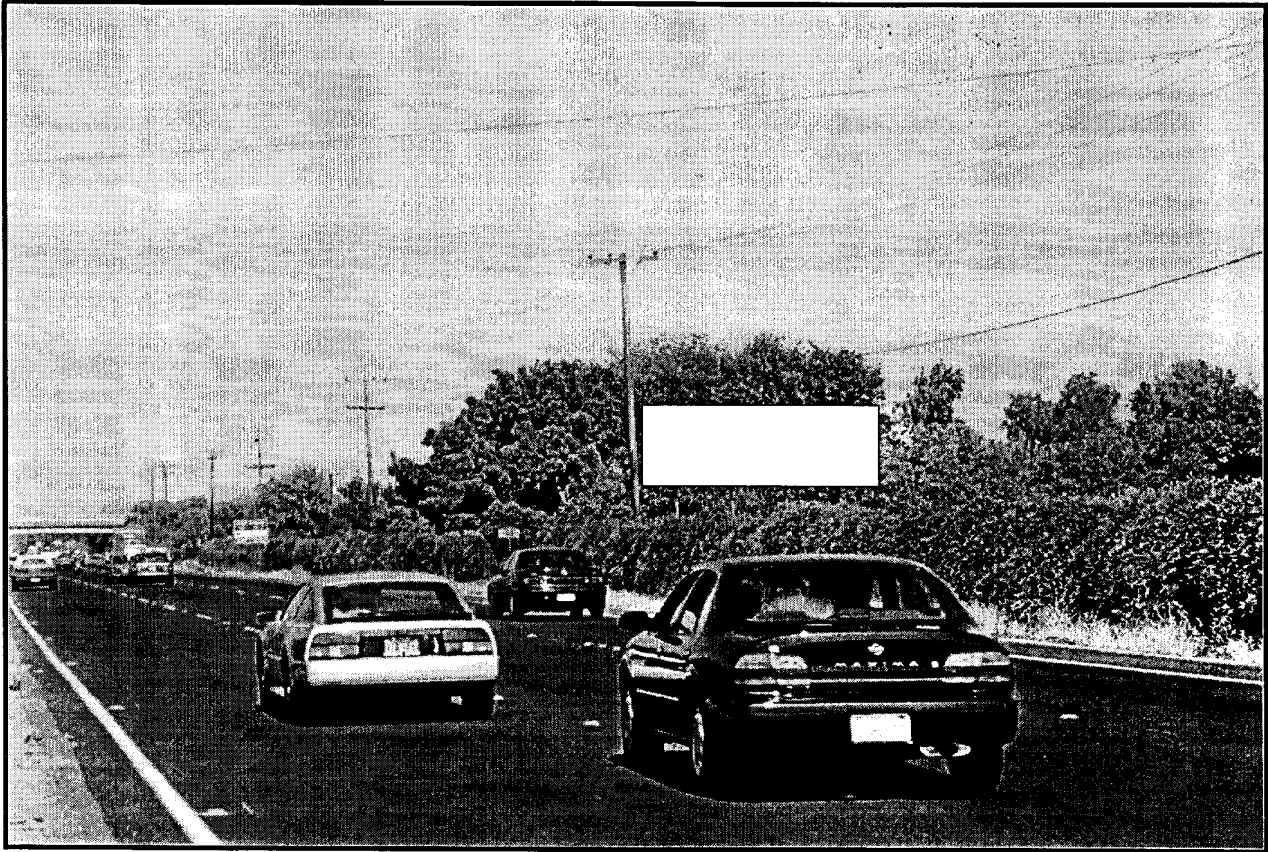
Bulletin #: 007077

Illuminated

Notes:



# Stockton



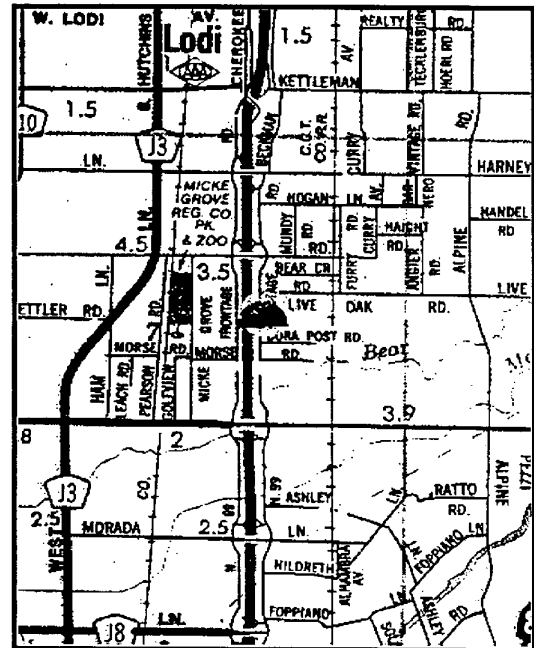
East side of US 99, .5 mile South of Armstrong Road,  
Facing South

Size: 12' x 40'

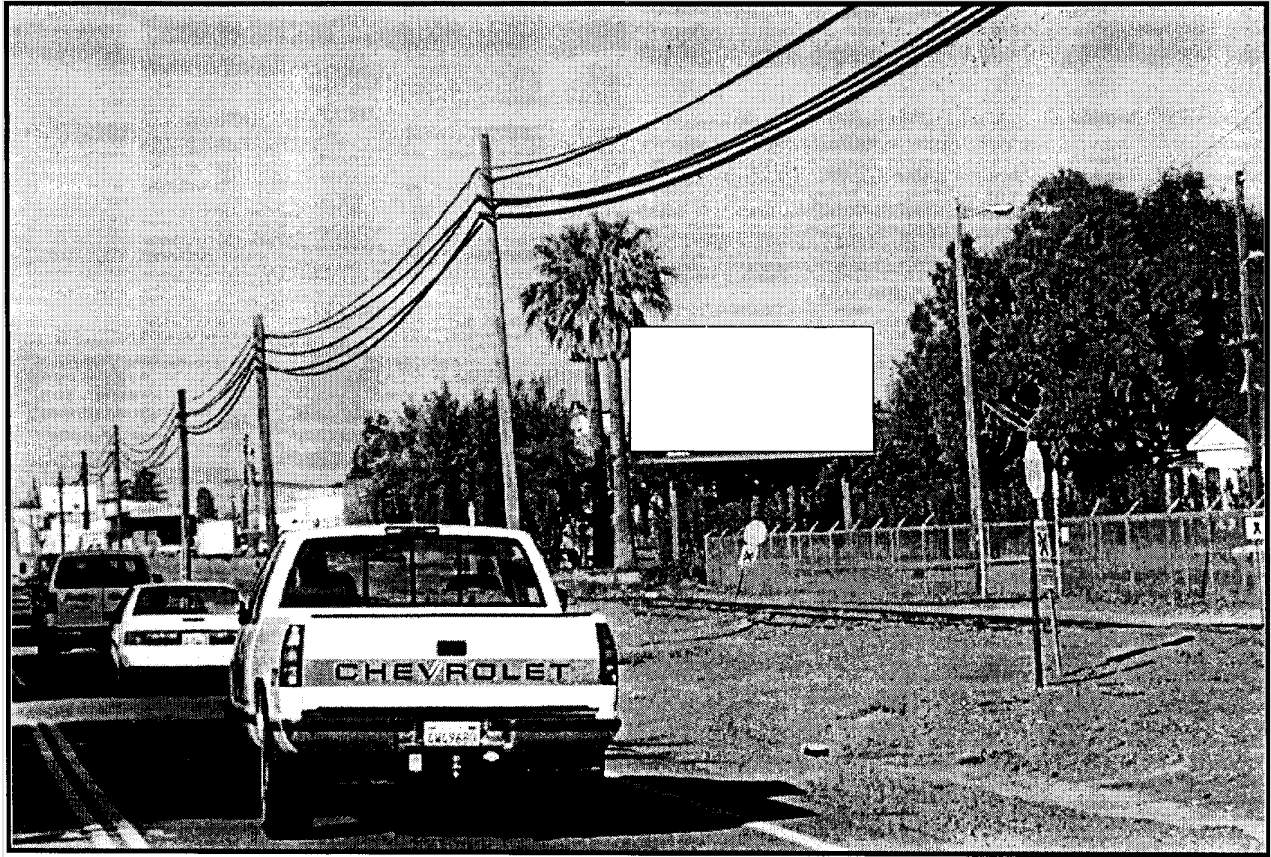
Bulletin #040410

Illuminated

Notes:



# Stockton



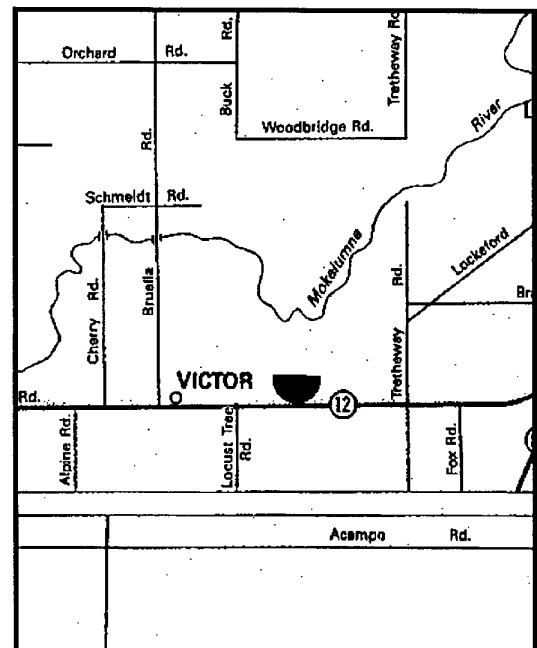
North Side of 12, 2.9 Miles East of Lodi C/L,  
Facing North

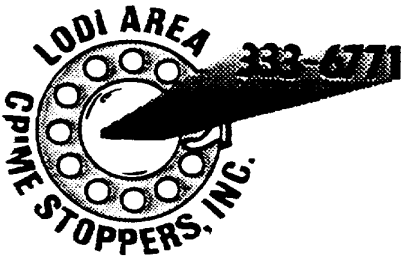
Size: 12' x 40'

Bulletin #: 004540

Illuminated

Notes:





RECEIVED

FEB 21 '96

AUG 08 1995

City Manager's Office

3M Media  
STOCKTON

Dave Spencer  
Account Representative  
3M National Advertising Company  
2050 West Fremont Street  
Stockton, Ca. 95203-1913

July 19, 1995

Dear Dave,

This letter is being written to offer our sincerest thanks for all the assistance 3M National, and yourself, have provided to Lodi Area Crime Stoppers.

The generous donation of 25 open bill-boards this year will have a significant impact on calls the Crime Stoppers program receives. We experienced a 30 percent increase in calls coming into our tip-line last year, which resulted in more arrests in our area. We received numerous calls from local and county citizens commenting on what a good idea the bill-boards were.

We at Crime Stoppers know what a tremendous advertising benefit bill-boards can be and appreciated the donated bill-boards your company so generously offered. I would ask that you contact your corporate offices to explore the feasibility of offering this tremendous crime fighting tool on an international basis to Crime Stopper Organizations around the world. I know the President of Crime Stoppers International, Larry Wieda and I would be happy to provide more information if needed. As a leader in advertising 3M would be providing invaluable assistance to local programs, as well as associating itself with a respected world-wide non-profit crime fighting organization.

You and your company should take great pride in the knowledge that you have helped make your community a safer place in which to live!

Again thank you!

Captain Jerry Adams  
Coordinator,  
Lodi Area Crime Stoppers, Inc.

cc: Harvey Kessel, President Board of Directors, Lodi Area CS  
Larry Wieda, President Crime Stoppers International  
Included: Plaque of recognition 3M National